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WIMPEY CANADA





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George Wimpey Canada Limited is an integrated property developer, and civil engineering and general building contractor. Founded by the internationally renowned British company, it began business in Canada in 1955. Through inherited expertise, integrity and a consistently high standard of achievement, it has won an enviable reputation.

Providing homes is a major activity. Being involved from the acquisition of raw land through its processing and physical development, gives Wimpey an understanding of people and community needs that is clearly reflected in the character of the neighbourhoods created and in the quality of their homes. The company participates in government housing programmes and related facilities.

Developing commercial and industrial properties supports the growth of the company's prime activities and the municipalities in which it is active.

Servicing its own subdivisions as well as those of other developers, and undertaking a wide variety of civil engineering projects, indicates the range of services Wimpey is capable of providing.

Having established itself during the past two decades, this many-talented company continues to expand its business both geographically and by variety of activity. We hope the following pages will excite your interest.



Meeting community needs

An individual Wimpey project begins with a vision of possibilities, supported by the knowledge of a community's needs for homes and commercial and industrial buildings. Wimpey then makes land utilization studies, purchases raw land, completes site and soil investigations, and begins the process of developing the land to support community growth.

The process evolves from land-use studies with the preparation of concept plans for presentation to government agencies. Upon approval, the detailed process of obtaining Official Plan Amendments, Draft Plans and Zoning Bylaws follows. Engineering Design then leads to construction of underground services and roads. The end result – serviced land.

Some of this serviced land is sold to local builders, the balance is retained by Wimpey to carry out thoughtful, regular and sustained building programs.

A typical Wimpey housing project consists of a variety of single and multiple dwellings that are architecturally designed by its own staff or by consulting architects. The buildings are carefully coordinated, and landscaping creates attractive communities.

The development of industrial parks and neighbourhood shopping facilities as well as the provision of housing for a wide range of income groups completes the objectives of meeting the needs of the community.

Underlying all of these activities are three basic Wimpey philosophies :

1 to maintain a constant awareness of the changing concerns in communities, and co-operate with governments in meeting the needs of the public.

2 to build the variety of structures needed in a community, whether they be homes of distinction, moderate or low-income housing, townhouses, apartments, condominiums, or industrial buildings.

3 an insistence on high construction standards, to back up Wimpey's guarantee on materials and workmanship.

Presentation of concept plans to municipal officials prior to applications for zoning and site plan approval plays a vital role in the initial stages of land development.

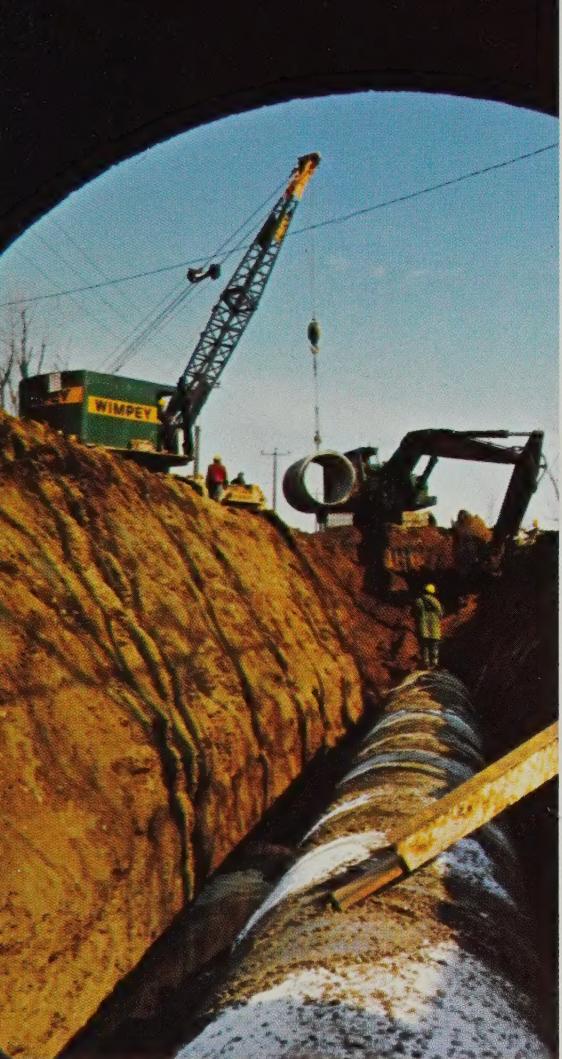
An important individual at the outset of development operations – the land surveyor.

One of the many aspects in formulating a concept plan is explained by the marketing manager to company executives.





A necessary preliminary to providing subdivision roads and services, cut and fill operations are undertaken by these scrapers, part of the Wimpey fleet.



A first step in transforming raw land into serviced industrial or residential lots is the installation of storm sewers (top).

Wimpey also installs underground hydro, telephone and cable T.V. services to create an attractive environment in its communities.

Workmen strike forms from poured concrete foundations. Modern techniques are utilized to extend the building season through the winter.

The building superintendent responsible for the development informs a municipal inspector of progress.



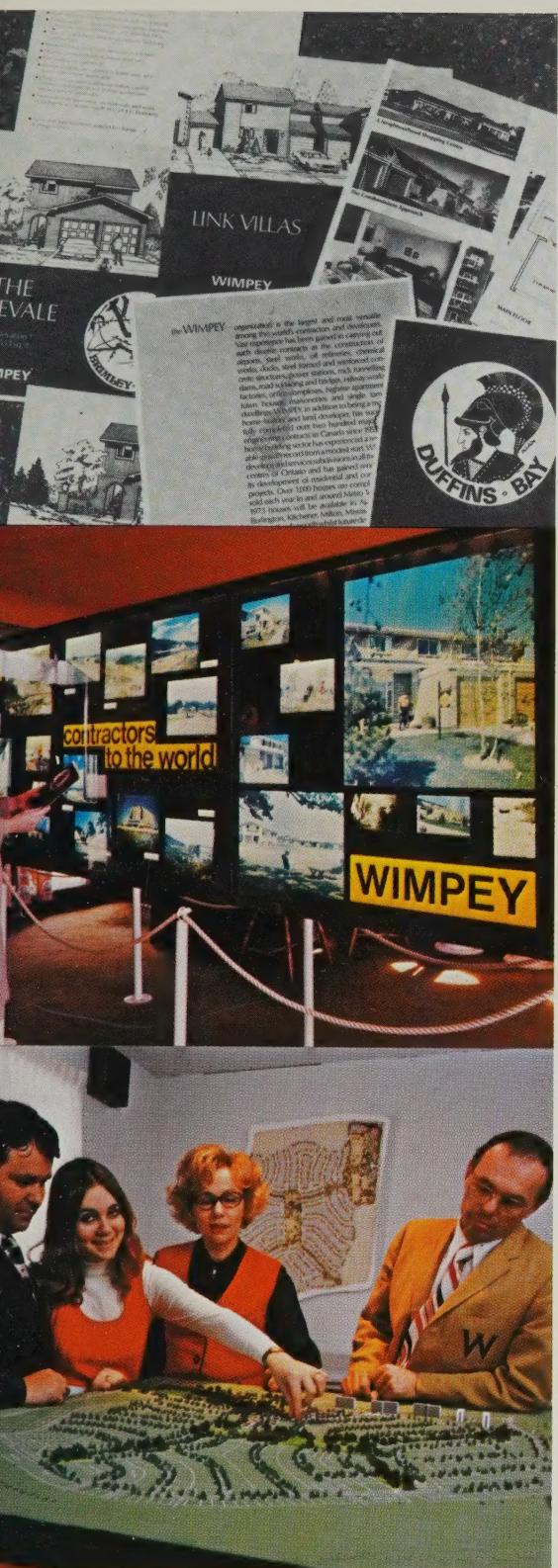


When offering homes for sale, Wimpey makes every effort to provide prospective purchasers with information about the area. Information Centres and furnished model homes are integrated in landscaped locations with a number of homes available for inspection.

Purchasing a Wimpey home is a rewarding experience, the sales brochure anticipating many of the questions asked by the prospective homeowner.

A pictorial display in the Information Centre provides information about the development and Wimpey's world-wide activities, while the subdivision model assists in visualizing the finished community.

An offer to purchase can be signed with complete confidence.

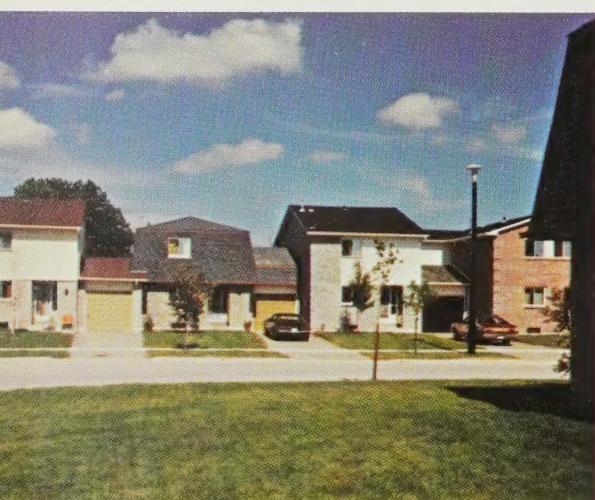


The homeowner and the site supervisor inspect the home before occupation, and during the first year of occupancy a Wimpey after sales service team corrects any problems which may arise. Over 40% of Wimpey homes are sold as a result of referrals by satisfied owners.





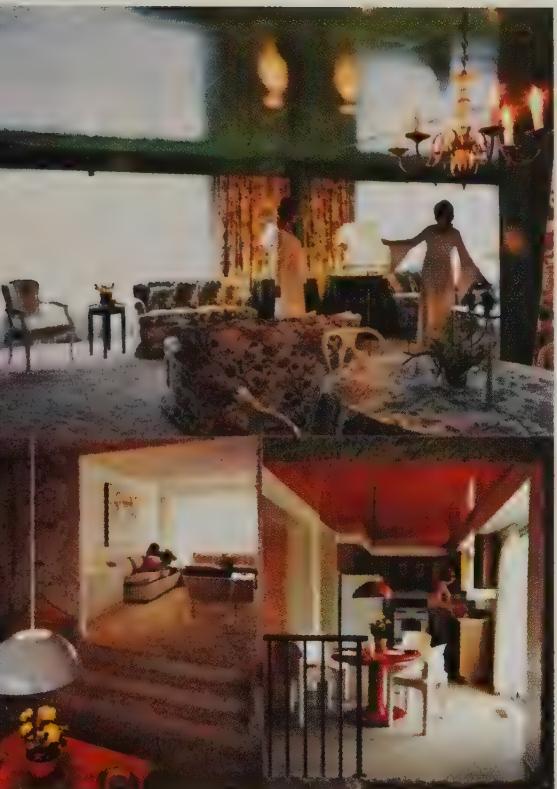
Link Villas, (left) are a solution to conserving land and providing moderately priced homes while providing attractive single-family accommodation in a planned environment. The homes are separated by individual garages through which access is provided to gardens at the rear.



Subdivisions are carefully planned with homes of varied design located to take best advantage of the natural features of the site while at the same time creating a select individuality and style.

Furnished model homes demonstrate the flexibility of interior design to suit all tastes.

Sales areas have floodlighting for extended viewing of model homes throughout the week.



Sevenoaks Manor (top), a rental townhouse project in Scarborough, Ontario, was the winner of the National House Builders Association Multi-Family Award.

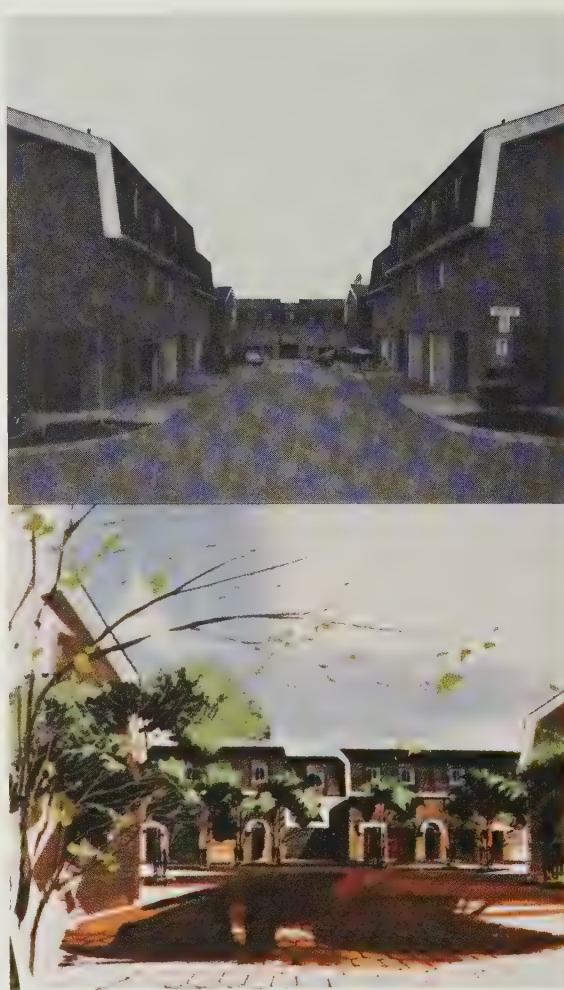
Cheshire Place, a prestige condominium development, also in Scarborough, features individually-designed units innovatively finished internally and externally in cedar.



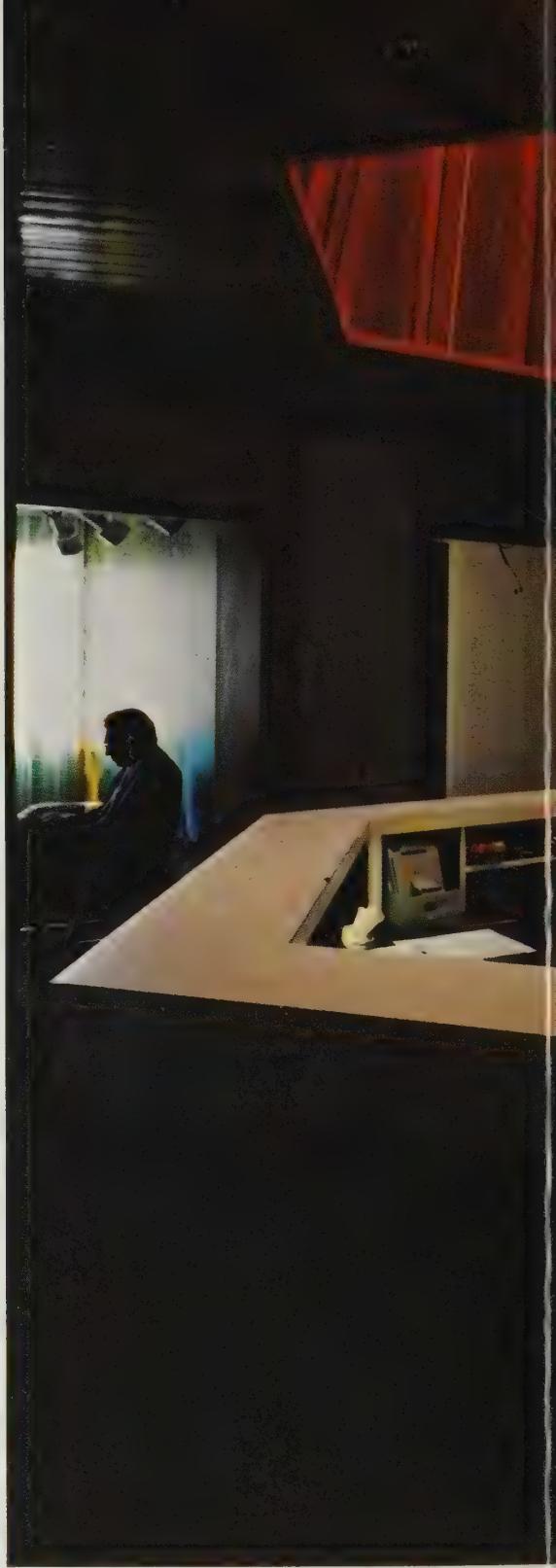
A senior citizens' building designed and built for the Ontario Housing Corporation on company-owned land in Milton, Ontario.

A shopping plaza (centre) surrounded by single family homes, townhouses, senior citizens' units and a park, again illustrates the concept of a total community.

This condominium highrise block (perspective) is another example of Wimpey's diversified approach in providing accommodation to a broad range of the housing market.



The rental townhouse development shown in the upper photograph is being refurbished and landscaped, and the units are being offered for sale. An artist's impression of the completed development is seen in the lower illustration.





The construction of commercial and industrial properties is illustrated left and above with a dental clinic built to client specification. The land, design, drawings and construction provides a total 'package' to clients.



The upper photograph shows an industrial plaza for light manufacturing operations complementing the surrounding residential development, whilst below, an industrial building incorporating a large showroom with office and factory areas is shown.

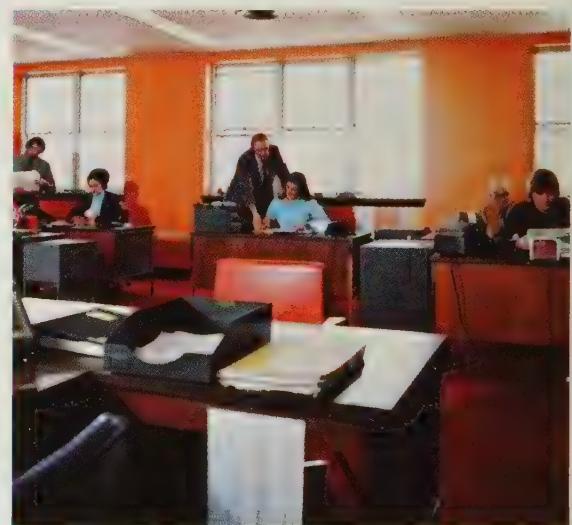
Wimpey backup

Wimpey is a comprehensive contractor – largely self-sufficient, and capable of handling large and small projects from concept to completion:

- it has a permanent staff of professionals with the skills and resources needed for a variety of construction and civil engineering projects – planners, designers, architects, engineers and project managers. All are supported by administrators, a modern accounting function, and necessary related services.
- it establishes branch offices (in Kitchener, Ottawa and Edmonton, for example) to provide a local identity and to expand the activities of the company.
- it owns a large fleet of heavy off-the-road equipment, including bulldozers, earth-movers, graders and backhoes, as well as dumptrucks and other heavy construction equipment. All of it is serviced in the field, and overhauled in the company's permanent workshop.
- its safety officers on each construction site are vitally interested in protecting employees, and the company is proud of its success, as evidenced by the numerous construction safety awards that it has won.
- it is an active member of the Housing and Urban Development Association of Canada, the Metropolitan Toronto Home Developers Association, the

Urban Development Institute of Canada, and the Urban Land Institute of America. Wimpey executives serve as association officers and on committees.

■ it is backed by the exceptional resources of George Wimpey & Co. Limited, London, England, one of the most versatile contractors in the world. Included are laboratories for research and scientific investigations, mechanical, electrical and chemical engineering staffs, and offices and plants in many countries throughout the world.



Vital head office services are maintained in Toronto. To maintain a local presence in areas where its projects are underway, branch offices are located in Kitchener and Ottawa in Ontario and in Edmonton, Alberta, with others planned for the future.



Wimpey has a variety of construction and maintenance equipment which is serviced in spacious, well-equipped shops. A 10-ton overhead crane and a stock of spare parts enable major overhauls on both diesel and gasoline engines. Mechanics are stationed at each project to make on-the-spot repairs and keep downtime to a minimum.

Snow plowing services are provided to municipalities.

Engineering for industry, governments and developers

George Wimpey Canada Limited has gained vast experience in carrying out major civil engineering contracts, including highway construction, bridgework, reinforced concrete structures, sewer and watermain construction, pollution control, roadways, ground stripping and site preparation. Because of its diversity and experience in civil engineering, Wimpey is uniquely suited to serve the needs of industry and commerce.

While large-scale construction contracts such as the building of a section of four-lane highway from Ottawa to Montreal are the most spectacular, smaller contracts are equally important... for example the underground installation of hydro, telephone and TV cable to eliminate unsightly overhead wiring in subdivisions.

And for its client developers, Wimpey offers a special understanding of their

engineering needs because of its experience as a subdivision developer in its own right. By re-assessing assignments, and efficiently organizing all steps of an undertaking, Wimpey frequently can effect economies, and ensure on-time completion.

The Ontario Ministry of Transportation & Communications, numerous municipalities, Ministry of Environment, land development companies, the Ontario Housing Corporation – these and many other private and government agencies can testify to Wimpey's expertise in civil engineering contracts.





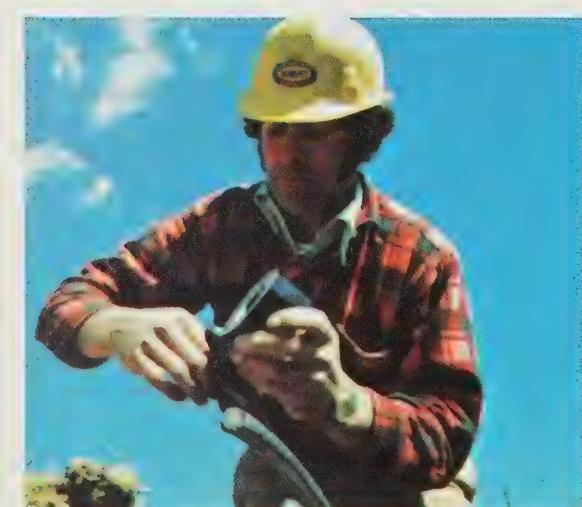
An experienced in-house team of engineers, estimators and planners assist the owner or consulting engineer to design and execute the works in the most economical and efficient way possible. Budget estimates, mass-haul proposals, formwork designs, material and equipment scheduling are indicative of the service provided.

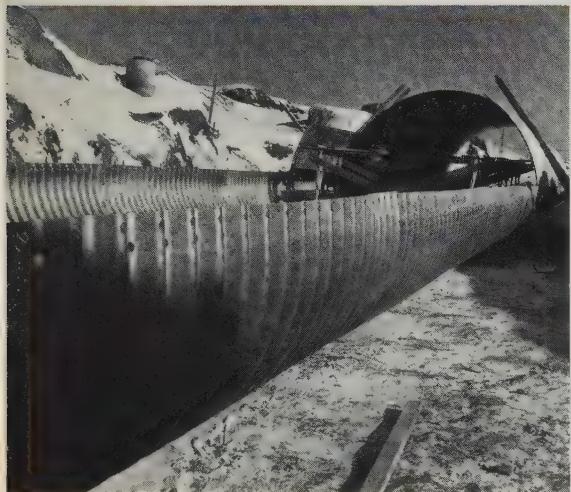
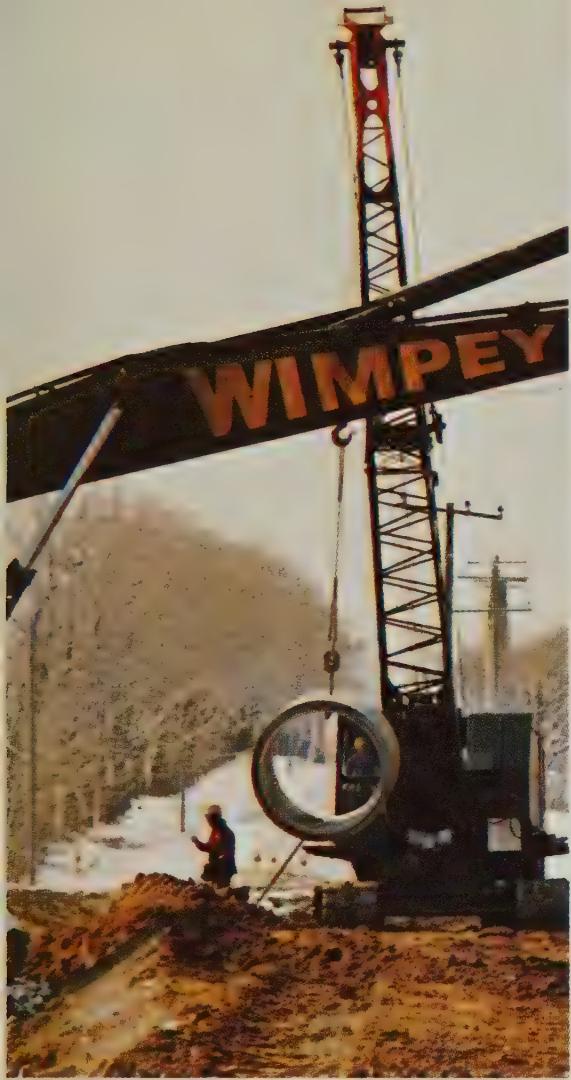
The company-owned computer is utilized wherever practical.





Underground installation of hydro, telephone, and TV cable is an activity Wimpey undertakes for itself, as well as for industry, resource companies and other land developers.



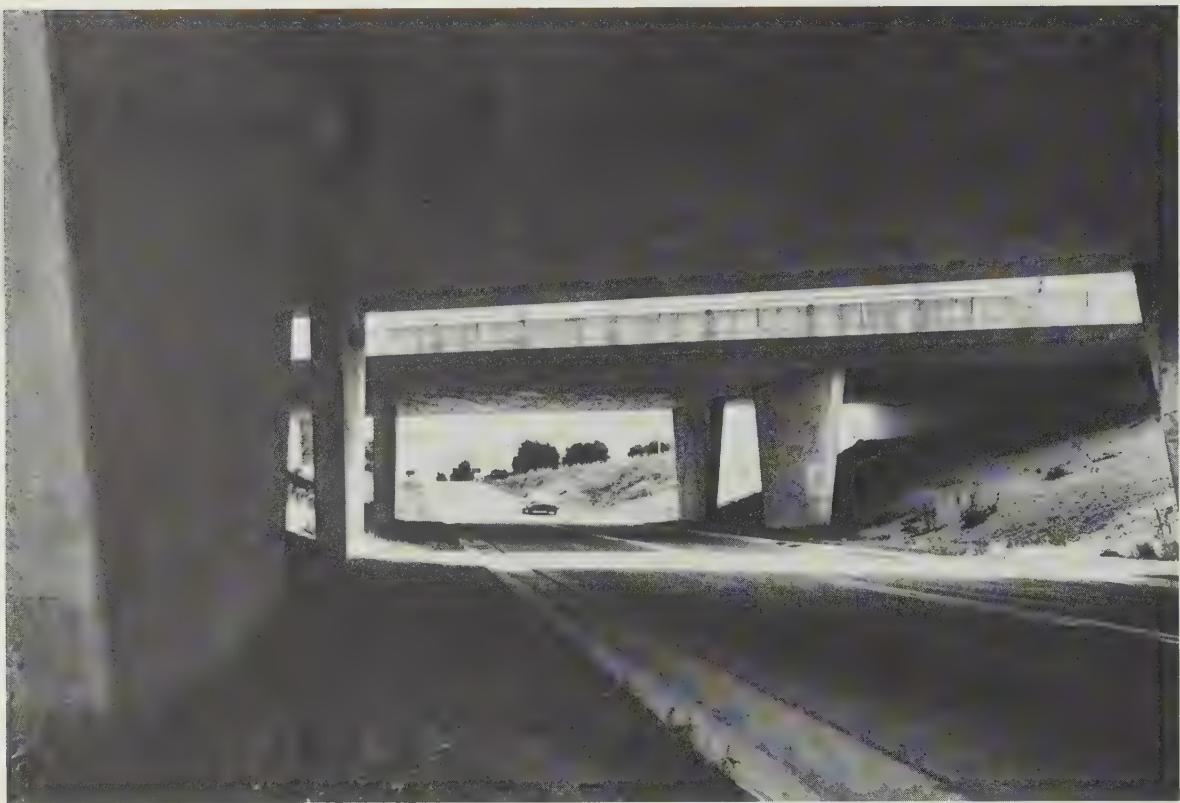


Trunk sewers and road culverts are needed early when developing raw land. Different conditions dictate different approaches.

Plotting the paths, determining the depths, choosing the right materials and having the equipment to install quickly and efficiently are all part of Wimpey's expertise.



The pollution control equipment including an 18' diameter settling tank, as well as processing, filtering and aerating units – installed at Hahn Brass Limited, New Hamburg, Ontario, illustrates Wimpey's experience in designing, engineering and installing complicated industrial equipment.



As a major contractor on Markborough's extensive Meadowvale Development west of Toronto, Wimpey has been responsible for the construction of underground services, roadworks, curbs and sidewalks. As seen at the top, the steep banks of the Credit River running through the property were stabilized by cutting them back to an easier slope, and seeded with grass to further reduce the danger of washouts.

UNCLE

To accommodate a country road the Queen Elizabeth Highway in Ontario's Niagara Peninsula, two post-tension concrete bridges were constructed.



Throughout rugged northern Ontario, Wimpey is known as a major builder of highways. Drilling and blasting of hard granite rock, trucking of rock and sand, formation of new embankments, filling ravines, pouring culverts, roadbed laying, and final surfacing, have all been successfully completed. In addition to road construction, it also undertakes site preparation and stripping operations for resource industries.



Wimpey—contractor to the world

Wimpey is acknowledged as the largest and most versatile of the world's contractors and developers. Its headquarters are in the United Kingdom, with other Wimpey companies in Australia, Bahrain, Canada, France, Nigeria, Peru, Singapore, South Africa, Spain and Trinidad.

Wimpey is a comprehensive contractor capable of assuming complete management of projects from initial feasibility reports to final completion. It is known for its versatility, having the skills and resources to construct dams, harbours, highways, airports, refineries, petrochemical plants, factories, warehouses, offices and homes.

Internationally, the mobility of Wimpey enables it to offer its full service anywhere in the world. It uses local labour and material wherever possible, and the skills of experienced management teams to complete contracts on time and at reasonable cost.



George Wimpey Canada Limited

Processing land for development

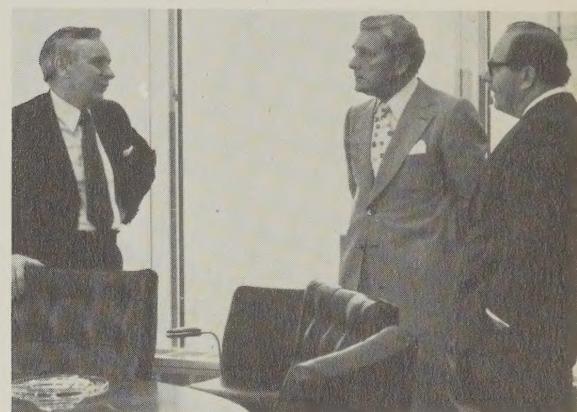
Market research
Land studies
Site and soil investigation
Liaison with government
Municipal and subdivision planning
Project development and servicing



Left, D. G. Fitzgerald, M.A. B.A.I.
Centre, R. H. Gane, Chairman
Right, C. E. Adams, F.S.V.A.

Design and construction

Single-family homes
Link villas
Townhouses
Apartments
Condominiums
Commercial shopping centres
Light industrial buildings



Left, A. J. MacIntosh, B.A. LL.B. Q.C.
Centre, A. R. Grant, F.I.C.E. M.ASCE P.Eng. President
Right, J. J. Barnicke

Government housing projects

Design and construction of:
Low-income housing
Senior citizens housing



Left, C. F. Bennell, M.I.Q.S. A.I.O.B. M.C.I.Q.S. Vice Pres.
Right, W. M. Moran, Vice President

Civil engineering

Planning
Design
Estimating
Purchasing
Site preparation
Underground installation of hydro,
telephone and cable TV services
Road construction
Reinforced concrete structures
Sewer and watermain installations
Pollution control works

Project management

Land development
Building
Civil engineering



PARTICIPANTS IN THE DEVELOPMENT OF CANADA